



DED Site Readiness Design Event Report Out

“Shovel Ready Rangers”

December 13-16, 2010

The Opportunity

Teresa Hay McMahon

The “Shovel Ready Rangers” Team

Beth Balzer



LEAN

State of Iowa
Continuous Improvement

Team Members

Beth Balzer

Members

Allen Williams, DED
Michael Gould, DED
John Greiner, DED
Matt Rasmussen, DED
Kathy Anderson, DED
Sherry Timmins, DED
Beth Balzer, DED
Diane Foss, DED
Karen Mitchell, Franklin Co. Developer
Greg Theis, MidAmerican Energy
Bruce Hansen, IADG
Joe Raso, Iowa City Area Development

Team Leaders

Erich Grubert, IWD
Bill Carlson, IANG

Facilitator

Mike Rohlf, DED



Scope

Michael Gould

- **This event will establish a process for defining shovel ready sites, define criteria for certified sites and establish IDED's role in implementing a statewide certified site program.**

Objectives

Michael Gould

1. Identify the different types of Certified Sites and the qualifying criteria for each
2. Identify process that site owners/communities/regions will use to apply for, be evaluated and certified site readiness
3. Define IDED's new role and staff responsibilities in the Site Certification Process



Objectives

Michael Gould

4. Integrate Iowa's Shovel Ready Site Program into LOIS
5. Involve other entities in Iowa that currently have a shovel ready program
6. Identify a plan to promote and execute the statewide certified site program

Kaizen Methodology

Erich Grubert

- Clear objectives
- Team process
- Tight focus on time
- Quick & simple
- Necessary resources immediately available
- Immediate results (new process designed by end of week)
- 5S “mindset”--use the steps to support the event activities
 - Sort, Set in order, Shine, Standardize, Sustain



Trends

Allen Williams

- Regional Eco –Systems; Regional niches; “self-sustaining” regions
- Shrinking decision time frame/speed to market
- Shorter exit strategies
- Flexibility required by companies due to rapid changes in technology
- Profit Ready Community TM -place; people; resources
- Changing ways work is being done, i.e.: Entrepreneurial individual contractors
- No standardization among states
- Changes in infrastructure technology
- Changes in clients’ needs, i.e.: sustainability
- More near-shore sourcing
- Electronic information
- GIS



SWOT Analysis

Matt Rasmussen

STRENGTHS

- Large and responsive development community
- Having a statewide electronic system
- Common shared purpose
- Large site inventory
- Good Iowa ethics
- Strong workforce

WEAKNESSES

- Lack of complete site info
- LOIS is not well-known to customers
- Inadequate marketing of properties
- IDED lacks "carrots/sticks" to get good site information
- Varying levels of comm/econ dev. exercise
- Lacking regional focus at both the state and local levels
- No active shovel ready program



SWOT Analysis

Matt Rasmussen

OPPORTUNITIES

- To implement shovel-ready program
- Develop program to meet clients need-not the government
- To use IT advancements to upgrade all IDED databases
- To make program long-lived
- To implement "green" mindset
- To "bulk up" program resources ie; Money for infrastructure improvements

THREATS

- Other states shovel ready programs up and getting better
- Economic/budget factors may limit program potential
- Legislative support?
- May not have access to best technology
- Lack of standard leads to inconsistencies.



Brainstorming

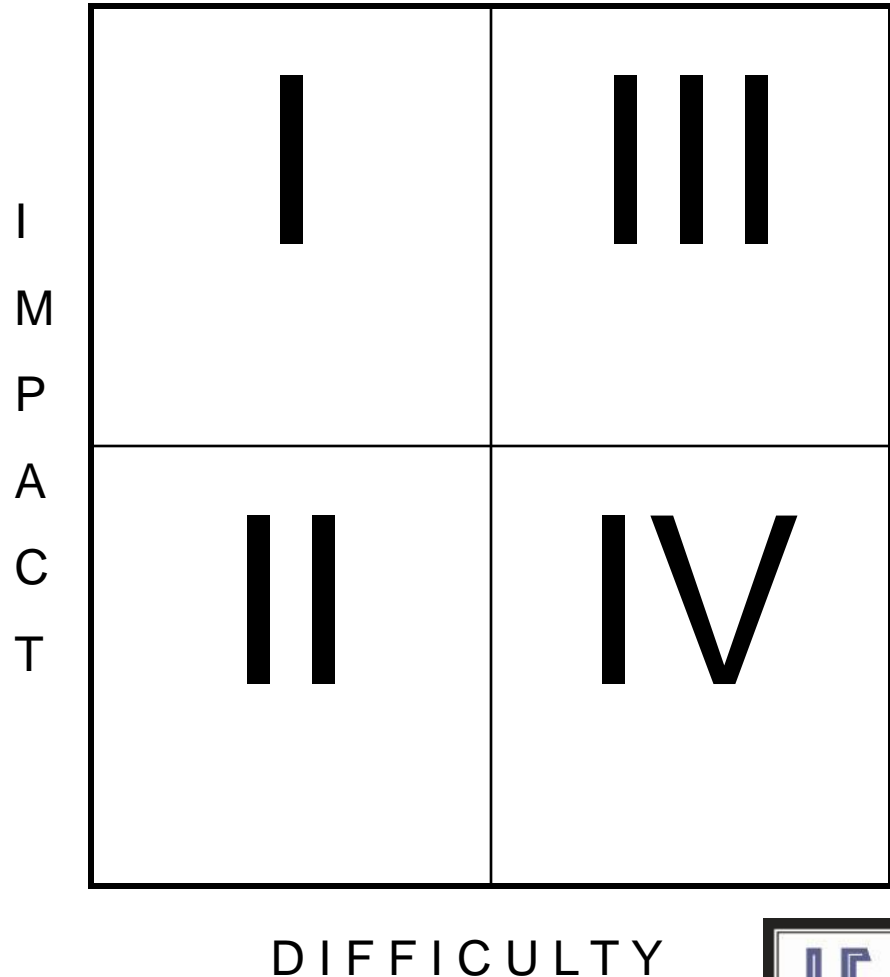
Allen Williams

- Use ICADG Model
- Determine reasonable application fee
- Staffing
- Marketing
- Develop Carrots/sticks
- Advisory Committee

De-selection Process

John Greiner

- Identifies
 - Impact to customer
 - Difficulty implementing
- Helps to rate/rank solutions to resolve issues while identifying ease of implementation

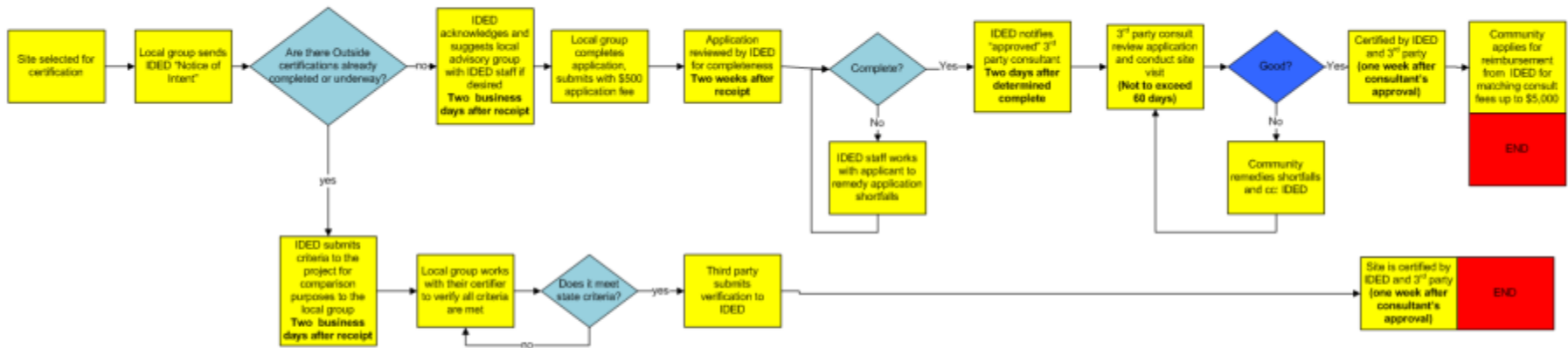


New Process

John Greiner

Site Certification Process

High level map of Site Certified



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Homework

Kathy Anderson

Item	Item Description	Person Responsible	Due Date
1	Determine what State funding is available and for how long.	Diane Foss	1/7/11
2	Contact other State's shovel ready programs to see who they use as 3 rd party consultants and what criteria they need to meet.	Matt Rasmussen	1/18/11
3	Identify 3 rd party certifiers (potential)	Matt Rasmussen	1/18/11
4	Develop RFP to solicit 3 rd parties	Allen Williams	3/4/11
5	Publish RFP to TSB Web, and Iowa Bid site	John Greiner	3/11/11
6	Evaluate RFP Responses, Select 3 rd Party Consultant	Beth Balzer, Michael Gould	4/4/11
7	Hire DED Shovel Ready Staff person	Beth Balzer	2/15/11
8	Determine of length of certification	Karen Mitchell	1/18/11
9	Enhance LOIS to include shovel ready certification and additional marketing information	John Greiner	1/31/11
10	Market new program with LOIS and webinar	John Greiner	3/15/11



Team Member Experience

- Matt Rasmussen
- Bruce Hanson
- Bill Carlson

Comments

- Mike Rohlf

**We welcome your
questions and comments!**

